

**Central Hollywood Coalition
Sunset & Vine BID Board Meeting
MINUTES**

June 12, 2018, 4:00 – 6:00 p.m.
Principal office for Central Hollywood Coalition
6562 Hollywood Boulevard

Officers and Directors Present

Jack Taglyan, Secretary, Taglyan Cultural Complex
Joyce Williams-Maxwell, Treasurer, Emerson College
David Calabrese, CIM
Brian Folb, Paramount Contractors & Developers
Chase Gordon, Gordon California Properties, LLC
Stacey Levine, Hollywood Palladium
Melissa Logan, Amoeba Music
Carol Massie, McDonald's Restaurants
Fred Rosenthal, Ametron
Arthur Stroyman, Kilroy Realty Corporation

Absent

Fabio Conti, President, Fabiolus Cucina
Bill Humphrey, Vice President, Hudson Pacific Properties
C. Drew Planting, GPI
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences
Pam Smith, Robertson Properties Group

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Lorin Lappin, Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance
Rich Sarian, Hollywood Property Owners Alliance
April Clemmer, Hollywood Property Owners Alliance

Guests

Steve Seyler, Andrews International

I. **Call to Order**

Jack Taglyan called the meeting to order at 4:34 p.m.

II. **Public Comment, Introductions, & Special Guests**

There were no special guests or public comment.

III. **Approval of Board Minutes**

It was moved by Arthur Stroyman, seconded by Carol Massie, and CARRIED to approve the minutes from the meeting on May 8, 2018. Approved with two (2) abstentions from Fred Rosenthal and David Calabrese.

IV. **Treasurer's Report**

- A. **May 31, 2018 financial statements** – Lappin walked the board through the May 31, 2018 financial statement. In May, \$12,177 of assessment revenue was received. An additional \$421,599 was invoiced to the city. Payment has not yet been received for this invoice and will likely be reflected on next month's statement. This additional money will bring the delinquency rate down to 19% which is on par for halfway through the year. Expenditures are continuing to track on budget. Staff will give updates on the progress of beautification and marketing expenses. Accounting fees were slightly higher due to the tax return costs (included in the budget). The OLD BID account has a balance of \$35,472, \$15K of which is earmarked for wayfinding project, and \$8,420 has been spent for tree trimming. The resulting new balance of \$12,052 will be reflected on next month's reconciliation statement.

It was moved by Joyce Williams-Maxwell, seconded by Carol Massie, and CARRIED to approve the May 31, 2018 financial statement. Unanimously approved.

V. **Committee & Program Reports**

- A. **Ad-hoc BID Renewal Steering Committee**
1. **City Council hearing – June 26/27 – and tabulation of ballots** – All ballots from property owners will be tabulated by the city clerk on June 26th for the Prop 218 election. BID staff will be present to observe the tabulation.
- B. **Ad-hoc Governance Committee** – Morrison walked the board through the amended bylaws for the Central Hollywood Coalition, including the "wind-down" of the corporation, and the election of at least three directors to serve as "dissolution directors." Carol Massie, Fred Rosenthal, and Joyce Williams-Maxwell were selected to serve in that capacity. Morrison reviewed the amended bylaws for Hollywood Property Owners Alliance and an advisory vote was taken.

It was moved by Carol Massie, seconded by Fred Rosenthal, and CARRIED to approve the amended bylaws for the Central Hollywood Coalition, calling for a "wind-down" of the corporation, with the intent to dissolve the corporation at the appropriate time.

It was moved by Brian Folb, seconded by Arthur Stroyman, and CARRIED to approve the election of board members Carol Massie, Fred Rosenthal, and Joyce Williams-Maxwell as dissolution directors with terms to commence July 2, 2018, concurrent with the expiration of remaining director terms effective July 2, 2018.

It was moved by Chase Gordon, seconded by Carol Massie, and CARRIED to approve the amended bylaws for Hollywood Property Owners Alliance.

3. **President appointment of Nominating Committee representatives** – Morrison reported that Stroyman and Pogorzelski had been appointed by Conti, CHC president, as the CHC representatives for the 2018 nominating committee.
4. **Update: Insurance continuation for CHC into 2019** – Morrison reported that staff has contacted a consultant to advise options for continuing CHC insurance coverage after the dissolution of the corporation.
5. **Meeting dates for HPOA** – CHC members had been previously polled as to the ability to meeting on the third Thursday of each month at 4:00 p.m., which has been the practice of the HPOA. There were no dissensions to this schedule. Therefore, the first meeting of the merged board will be Thursday, July 19, 2018.

C. Jt. Security Committee – Morrison

1. **Monthly Report** – Steve Seyler presented to the board a summary of activities. He shared several situations of problem solving and outreach provided by the BID Patrol.

D. Streetscape & Planning Committee – Sarian

1. **Cahuenga String Lights Update** – Sarian reported that a Cahuenga ad-hoc committee has been established with the goal of having string lights across Cahuenga from Sunset Blvd. to Hollywood Blvd.
2. **Wayfinding Signage Update** – Staff is working with the Council office to identify a source of funding to complete this project. Among the options being discussed is the Mobility Trust Fund.
3. **Review of punch list of beautification projects to utilize BID Special Projects funds and unallocated Streetscape Dollars** – Sarian reviewed the progress of the punch list of beautification projects. The BID has been given 50 trees for both districts from the Board of Engineering for areas that have had to remove trees. Staff is currently working with a landscaper for tree well filler options. The StreetPlus team is heavily focused on weeding, power washing, and sticker and graffiti removal. Staff is working with the Hollywood Arts Council to paint 14 identified utility boxes with basic patterns and vibrant colors.
4. **“Good Neighbor” Trash Bag Program** – The project name has been changed to “Tackling Trash Together.” Ninety bags have been distributed, and approximately 20 bags have been picked up in both districts. The pilot program is scheduled to end on June 30.

5. **Update on process to seek competitive bids for maintenance contract** – Sarian reviewed the timeline for the Maintenance RFP, scheduled to be sent out on June 25th. The staff is still seeking out capable vendors.

E. Marketing and Communications – Devin Strecker

1. **Proposal for media relations services by Haines & Co.** – Strecker presented the board with a proposal for media relations services by Haines & Co. for this year's Sunset & Dine event, scheduled for Thursday, September 27, 2018 at Columbia Square.

It was moved by Brian Folb, seconded by Chase Gordon, and CARRIED to approve the proposal for media relations services by Haines & Co. for Sunset & Dine – Thursday, September 27, 2018 at Columbia Square, not to exceed a marketing budget of \$5,500.

VI. New Business

There was no new business.

VII. Staff Reports

There were no staff reports.

- VIII. Next Meeting** - The next meeting for the CHC Board will be held Tuesday, July 10, 2018.
The next meeting for the HPOA Board will be held Thursday, July 19, 2018.

- IX. Adjourn** – The meeting was adjourned at 6:02 p.m.